

Notes from Cultural Council meeting 2020 May 5.

6:30PM 1. Welcome, Introduction to Guests On GO TO MEETING> our first session.

Lbk, cheryl, caitlin (CT), delia R.(DR)Bonnie Brady(BB), Louisa Wilson(LW) Susan Wagner (SW)

Shannon calling to meeting. (Reads notes for Open Meetings ACC)
Roll Call Susan Wagner not present yet.

6:35 2. Update from the City: Caitlin Thayer, Amesbury Communications Director
Cassandra is focusing on organising boards and commissions
Appropriate staff/boards/ want to integrate them into city level caitlin will be our staff liaison.
Won't be at all meetings but will be there for questions and email her etc. Handles the leg work.
We don't have an arts /cult. On staff but have our group :) . will come to a bunch of meetings
and if we have ideas share with her. Angela Cleveland is new ideas person to get things done
person. And grant writing. She will be a great connection for us. Arts and Tourism a good
connection for us.wants to rebuild connection with the city and ACC. Utilize and empower us.
We hope it Will open up more doors. Drive up membership. Would like to tap into city resources
a bit more etc. dpw can help us as well.

6:40 3. Approve February Minutes
Minutes were not attached. So will need to approve at the next meeting. Caitlin approved. Want
to make sure we are handling things up to par.

6:45 4. Treasurer's Report
Susan Wagner, we didn't send it to the whole group but louisa will talk with SW to set it up. SW
said there is some found money in the bank account but its missing on the report. Need a
concrete amount. LW says it may be 12000 , 9000 from the state. And then the balance is our
money. CT says we have grant money from the state. and donations/gift Finance team wasn't
separating out...Betsy will answer questions. She will give the two different numbers.
SW will check with Betsy. BB says we spent the 3000 already because we added it to our grant
pot. SW says there hasn't been much activity. 450, celtic, 475 (1955 out in april) 9000 balance
down to 5700 (ask SW for those numbers again)
Needs to get the total from betsey and make sure its the right amount.
Ct says put it back to the city saying its for an event that never happened. The musician.

6:50 5. Grants Program (extensions and modifications)

Not getting emails...who is...need to update it.MCC email. They have modified the grant
process. LCC need to approve extensions and modifications if grant programs can't happen due

to covid. Up to us to say yes or no on how they modify the use of the money. We will vote on 3 updates. LW says we can carry this into 2021 year. It can get confusing if all the others are going to file for extension. LW says we just have to keep track. Official formal processes need to vote for these extensions etc. MCC guidelines says we have to do this. Same grant money carried over to the new date. Can also be a virtual program. It really is just a slight modification(BB)

LW explains the grant changes

1. Amesbury carriage museum family day. May 4 requesting 6 month extension. 500 grant to graphic materials for the next time family day comes up and for future days.. Shannon has been doing this work. Taking a vote: lw yes, cheryl yes laura yes. All approved.
2. Nbt choral society. Spring concert has been cancelled. Want to apply the grant to their winter concert. Dec 2020 . voting: sw motion to approve cheryl second . all in favor
3. Corin smith has the ww2 letter program in the library amesbury won't be having in person events until next year. Wants to move it to april 5 2021. Sw motion to approve bb seconds all in favor. Lw to will reach out to all .

Sw needs to make a note on these changes. BB explains how it happens. SC says grant receptions postponed indefinitely. BB wants to talk about the exhibit when we talk about art at city hall.

7:00 6. Art @ City Hall Report : BB refreshing our memories. The second grant for the museum is on aperture on amesbury in city hall based on photography in the community two different tours. One is in OCT and one next weekend which has been cancelled. We would like to do the exhibit from the tour that has already happened . APERTURE IN Amesbury SHOW: July 14 is when its supposed to go up but the Sparhawk would have been the school show which would have hung them so they are not in session they won't do a show. So we want to see if we can do a short show . Maybe May 18- "Aperture in Amesbury" July 14. Museum would be flexible if we need to move the date. Could do the chain bridge exhibit. We did it the 350th anniversary or we can do an ACC members /volunteer show. Less official. Call for artists, then submit, then review is a long process.

SC not a lot of foot traffic in city hall...hate to put something new in there where not a lot of people are going in to view. BB says she will email all the members of previous show. Willing to keep art in the show. If the majority says yes then we can fill in whatever for those who want their art back.. We can consolidate stuff from downstairs to the front. When is city hall open?CT: It will most likely be May 18. But limited by appointment only. Maybe they will have a greeter in lobby Not full orl back to normal. Doors will be unlocked on the 18th.

BB says maybe we do a FB live tour for the exhibit and get a press release with some photos of the art work won't be too concerned with having a reception. Hang until september. SC says we must make sure we are on the other side of the curve to be able to hang a new show and get in there. BB says we will be flexible on dates for the next show. SC upset about Sparhawk, would it be worth it to reach out to Jenn she probably has photos of the artwork so maybe we do an

online gallery of the art work? BB says we should just consider them for a proper show next year. Says everyone is so overwhelmed with the online learning. They are coping with the current reality. All agree that a proper reception and show is the best for them. BB says to CT we need to figure out a plan to get the art in a safe way. CT says people are in there daily but call during business hours to figure this out.

7:10 7. Poet Laureate Report

SC says Laine forwarded a report so LW will paraphrase it for us. March Ellie Oleary and LW finalized the programs but they were all cancelled so poem of the day online during the month in April. Included in the poets pl of NH and other towns.

29 different poets to fill the whole month. Whitter was the final poet. All were thoughtful and good quality and good variety. Thanks to the ACC for our support for reposting and the logo. All the poems are in a booklet and LW will be getting a copy. Lots of activity online.

Sonnet reading online daily Ellie plans to post links to poetry topics on fb page. They are not currently meeting but hope to in the future.

Great save for poetry month (BB)

20 8. Programming During COVID-19

Studio Tour 2020

How to keep ACC in everyone's mind(SC) and input from the office of the mayor. Studio tour we should pick a future date and decide if we are moving forward with fundraising to see if next fall November or we decide to do something different. CT and Phil from the chamber says we take videos of the artists in the studios and do a few months long and videos online. SC says we should pick a date to make a decision on which direction we should take. We were hoping to send out fundraising packets this month but we don't think it's a good time to do it. There are so many unknowns right now. Lets see how the next month or two look and then pick a date to have a bigger studio tour decision. BB says by August 1. The latest . That is usually when we are starting the fundraising. Sc says by July meeting.LW says July too. BB says it's going to be hard to ask for money from business. So how can we find grants to find money for this. SC says maybe ask the amesbury tv to do this. CT explains how they do the editing and they are certainly into that. BB wants to know if there will be sales for artists. SC says the videos are a great idea. Good way to know the artists. And for them to know us. We need to just make a decision when we decide this direction . BB wants to know if artists are interested. Needs to know what they would think. Get input from artists. CD says either way do we do a survey how local artists feel about this? LW says its up to us if its virtual or in person. Toss out ideas to make the decision. ONline systems in order then. And give them some marketing ideas. We would make the final decision. SC says there are so many unknowns right now. Don't think we should do a pole to the artists. Up to us to make the best decision based on safety and crowds. BB says we are making the decision. Want to understand how the artists will participate. Sc says lets make the decision in JULy. and how do we approach it then when we have that meeting. There will be lots of positives from this but we can step up to the plate and do something special that may be longer than a weekend that will serve us all better. Encourage us all to bring ideas and see what we all think to the next meeting in June and make the final decision in July.CD says what will help us is to do all that we have done before. Virtual or then

smaller event multiple days/weekends. But it has to be based on the status of our world. We have no idea what the world will be like . BB maybe an online site marketplace for artists. CD drives home that we will have online open studios or real open studios but we will have something.

LW says in the meantime says we have to wait but lets get some ideas on fb posts just email us some ideas. Great events to build up our contents while we are waiting.

- Input by the Office of the Mayor

CT from city hall says the mayor has some ideas for us, the community understands these are tough decisions. WE all have to shift to the new world we are living in right now. We may see another wave, schools won't be going back to normal and on the city side a tech assistant grant money to pay for help our small business if its a grant app being filled or ecommerce site etc. maybe we have an opportunity for acc there. Webinars on marketing social media etc. what can we provide to the artists and show we are a resource for the artists through the help of the city. We are doing the amesbury got talent show people love this and maybe do one for arts poetry maybe have an artist painting etc. an idea for us to think about. We also have a secure dropbox for payments notes into the box, its a white box. We would love to have that painted. There are also 7 electrical boxes that we would love to have painted as well. That can be done safely and add some color around town. Would love to work with us to make that happen. One more thing the task force to help with the reopening of the small business this tf will help with permitting for restaurants and reopening. Pop up outdoor seating areas can we have some art for this...what do you think would we be up for angela to come talk to us to be involved in this as ACC .

CD says great ideas

Ct says we can submit content on the actv can't be salesy but instructional to get name out there we can submit videos to run on the tv as regular programming.

SC says any ideas

- ACC Visibility

Bb email newsletters...maybe topics and there are always people who aren't on fb so maybe we can do something like newsletters maybe we can broaden our audience. Our mailchimp needs updating . simple step to get ourselves out there. Provide info. Spotlight on artist. Very may strike a cord. Cross platform. And put photos on insta...something to do ...to keep us out there. DR asks if we can put something in the city newsletter. CT says we can reach the seniors in their newsletters. Always looking for content. Youth recreation has social network too. ACTV has a board online and it can be put on electronic bulletin board. 1920x1080 no red on it. Webinar info etc.

CD mentions we have a captive audience. SC says who is the current person who has time for this?BB can do mail chimp. Will help with a group

SC says cd design the newsletter, come up with an interest piece can we get more voting members through this newsletter. We need more people to help us out with chairs and committees. We all agree we need more voting members. Can we put a blurb in the city newsletter.? Bonnie will update the list and we can discuss electrical boxes get people in tune with the acc. ? maybe I can take photos of some of these blank boxes.

BB wants to know if we have a subscribe button so it can get into a form into mail chimp. Can we do this on FB? SC wants to know if we can add all the artists or do we have to ask them? We can't randomly put people on the mailing list only if there is a reason why we are adding the to the email. Want people to sign up for newsletters then we get their info for future marketing . Cd will make a graphic to be the identity mast head and graphic to entice people and recognise our brand . sc blurb on the graphic about keeping up to date with what is goin on. Need a call to artist for boxes. Great idea BB about newsletter. Great time for it! We are going to need a new template. Old one can't be edited anymore. CD will create a new one logging into mailchimp.BB and CD will meet about this online. To work together.discussing the logistics of how to make the newsletter

SC all a good bridge to reach out to people. We will aim for june for the newsletter to send out and spend the next month to design and gather content or do we want to do after june. BB and CD will talk and discuss. We should just get it started .SC says suggestions...always a spot highlights one of the members. Why we joined the friends. Photo or something. Bonnie next to one of her photos. We are looking for more members. And electrical boxes should be in there too. CT is there a theme? City just wants to hear what is the general idea for it. Family friendly and appropriate. All different sizes and shapes. Some have anti vandalism paint on them. Rob at DPW can answer the questions. SC says who is funding the project? We would pay for it. CT. BB says maybe the theme of optimism hope community? SC can put a blurb out there. SC can reach out to DPW and look at costs and put that out there. Age group, come up with some rules and guidelines. Work out details. A great first public art project to include in newsletter. CT says we struggle with funding. AMesb industrial we can put on the city account . BB wants to know if spray paint is an option. Maybe an image or logo that can be put on them all. Pulls them together as a visual theme. SC will look into the material aspect and pricing for this. CD will have a template. Bb will update mailchimp list. SW treasures report. LW will reach out to grant extensions BB will talk to city hall artists . LBK to do the notes. 8:03pm SC asks if anyone has any questions or comments. Motion to close. SW second, all in favor

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